Walk, Roger A.
From: Desel, Paula
Sent: Wednesday, December 12, 2001 3:56 PM
To: Nyffeler, Urs
Cc: Beran, Dave R.; Patskan, George J.; Walk, Roger A.
Subject: FW: Vector Website -- NO

FYI.

-----Original Message-----

From: Jeffrey_Richman@aporter.com [mailto:Jeffrey_Richman@aporter.com]
Sent: Tuesday, December 11, 2001 5:16 PM
To: amy.lenling@us.pm.com; paula.desel@us.pm.com; eric.suter@us.pm.com
Cc: Randal_Shaheen@aporter.com; Jerome_Chapman@aporter.com
Subject: Vector Website—NO

In addition to the omnicigs.com website, there also is a vectortobacco.com website, which includes somewhat different information, including a different set of frequently asked questions. Below is a link to that site as well as a copy of the Q and A on nitric oxide from that site.

http://vectortobacco.com/abtFaqs.asp

Q. Does the Omni production process produce higher levels of any harmful substances?

A. Epidemiological evidence suggests that cigarette smoking is a risk factor for various pulmonary and cardiovascular diseases and for various types of cancers. However, the precise biological mechanisms by which cigarette smoke is involved in these diseases are poorly understood. Tobacco smoke is quite complex, containing over 5000 known substances, many of which are harmful. In designing Omni, care was taken to remove as many of the most potent carcinogens and toxins from as many chemical classes as possible. This is an extremely important objective because these multiple classes of carcinogens and toxins act in concert to produce cancer.

While the novel catalytic process used in Omni is successful in reducing many of these harmful substances, it also increases the levels of Nitric Oxide (NO) measurably. Nitric Oxide is a substance that has various effects on the body, including controlling blood pressure and blood flow. It is abundant in smoke from all conventional cigarettes, and it is believed to contribute in indirect ways to

Source: https://www.industrydocuments.ucsf.edu/docs/nmdk0001

the overall harmful effects of cigarette smoke, in particular cardiovascular disease.

There are no data as yet to confirm that the higher levels of Nitric Oxide in Omni alter the predictable toxicity of cigarettes. However, it is important to remember that -- as we clearly state in our labeling and advertising—no cigarette is safe; and all cigarettes, including Omni, contain harmful compounds. Regardless, Vector Tobacco is committed in the next phase of cigarette design to reduce the levels of Nitric Oxide in Omni. We are confident that this can be done without increasing the levels of other substances in the cigarette smoke, or compromising Omni's important reductions in carcinogens.

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